

## MORGAN COUNTY TOURISM PROFILE

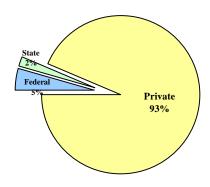
County Indicator	2005	2006	2007	% Change 2006-2007	State Ranking
DEMOGRAPHIC					
Population	8,516	8,888	9,265	4.2%	21
Total Non-Ag Employment	1,860	1,867	1,978	5.9%	25
Non-Ag Avg Monthly Wage	\$2,237	\$2,365	\$2,427	2.6%	15
Per Capita Income	\$24,715	\$25,562	\$27,750	8.6%	10
Unemployment Rate*	4.3%	3.0%	2.7%	-10.0%	12
SPENDING & EMPLOYMENT					
Spending by Travelers (Thousands)	\$3,773	\$4,847	\$4,993	3.0%	28
Travel & Tourism Related	167	177	174	-1.7%	25
Employment					
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from	\$140	\$182	\$164	-9.9%	26
Traveler Spending			, -		
Transient Room Tax	\$1.4	\$2.8	\$2.2		29
Restaurant Tax	\$27.6	\$37.3	\$35.6	-4.6%	23
Car Rental Tax	\$6.7	\$7.5	\$8.2	9.3%	9
Gross Taxable Retail Sales (millions)	\$57.9	\$66.1	\$67.8	2.6%	25
REGIONAL VISITATION COUNTS					
I-80 UT/WY Traffic Count	4,557,025	4,609,950	4,803,400	4.2%	
Lagoon Amusement Park	1,100,000	1,200,000	1,400,000	16.7%	
Willard Bay S.P.	244,049	325,933	192,224	-41.0%	
This Is The Place S.P.	355,600	88,500	360,000	306.8%	
Antelope Island S.P.	270,884	250,886	281,266	12.1%	
Great Salt Lake S.P.	57,966	138,763	250,478	80.5%	
Rockport S.P.	172,783	117,683	127,832	8.6%	
East Canyon S.P.	55,904	95,543	98,010	2.6%	
Golden Spike N.H.S.	40,156	45,341	45,088	-0.6%	
Ft. Buenaventura S.P.	NA	NA	NA	NA	

<sup>\*</sup> Several Counties have identical Unemployment Rates

Land Ownership - 2007		No. of Acres	% Total	
Total Acres in County		389,696	100.0%	
Federal Government		17,186	4.4%	
BLM		741	0.2%	
US Forest Service		16,445	4.2%	
National Park Service				
National Wildlife Service				
Other •				
State Government		8,080	2.1%	
Utah State Parks & Recreation		841	0.2%	
Utah State Wildlife Reserves		7,239	1.9%	
State Trust Lands				
Other ••				
American Indian				
Private*		364,439	93.5%	

<sup>•</sup> Includes Military and Bankhead Jones land

## Land Ownership - 2007



<sup>\*</sup>May include some local government land

<sup>••</sup> Includes State Sovereign and UDOT land

## **Morgan County Tourism Profile**

